ORDER



37676 Orders Order / Rev: Alt Order #: 08887811 Product Desc: OBAMA/P/D

2189 Estimate:

Flight Dates: 10/23/12 - 11/06/12 10/22/12 / 10/22/12 Original Date / Rev:

Order Type: **GENERAL** KLAS

Primary AE: Mike Jones

Sales Office: K-WAS National Sales Region:

GMMB Name:

Buying Contact: Billing Contact:

> 1010 Wisconsin Ave NW Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast EOM/EOC Billing Cycle:

Agency Commission:

15%

Obama, Barack D-President Advertiser Name:

> Demographic: A35+ Product Codes: P01 Priority: LV2 Revenue Codes: AGY, POL, CAND

New Business Thru: Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Agency

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/28/12	23	\$27,775.00	\$23,608.75		
10/29/12	11/05/12	25	\$44,155.00	\$37,531.75		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	23	\$27,775.00	\$23,608.75	0.00	
November 2012	25	\$44,155.00	\$37,531.75	0.00	
Totals	48	\$71,930.00	\$61,140.50	0.00	

00:15:00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$71,930.00		
Market	100%	\$239,766.67		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$59,941.67		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$11,988.33		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

_	Ln	Ch	Start	End	Inventory Code	Вгеак	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E	≣ 1	8	10/23/12	11/05/12	The Talk 2-3P The Talk	СМ	2-3p	MTWTF	:30	2	\$1,315.00LV2	0.00 NM	4	\$5,260.00
		THE TAL	LK											
		Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	W	eek: 10/2	23/12	10/29/12	MTWTF	2	\$1,315.00	0.00						
_	W	eek: 10/3	30/12	11/05/12	MTWTF	2	\$1,315.00	0.00						

Print Date: 10/22/12 15:19:02 Page 2 of 2

KLAS

Order / Rev: 37676 Advertiser:

Obama, Barack D-President

Alt Order #: 08887811

OBAMA/P/D Product Desc:

10/23/12 - 11/06/12 Estimate: 2189 Flight Dates:

Ln Ch	Start End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
E 2 8 1	10/23/12 11/05/12	2 Ellen Ellen	CM	3-4p	MTWTF	:30	5	\$1,450.00LV2	0.00 NM	8	\$11,600.00
Start	Date End Date	Weekdays S	pots/Week	Rate	Rating						
Week: 10/23		MTWTF		\$1,450.00	0.00						
Week: 10/30		MTWTF		\$1,450.00	0.00						
	0/28/12 10/28/12	Sun 530-6p Ins Ed \		530-6p	S	:30	1	\$580.00LV2	0.00 NM	1	\$580.00
		Inside Edition Wkno			_			************			********
INSIDE E	DITION		•								
Start		Weekdays S	pots/Week	Rate	Rating						
Week: 10/22		S	1	\$580.00	0.00						
	10/23/12 11/05/1	2 630-7p Inside Editio	n CM	630-7p	MTWTF	:30	5	\$1,400.00LV2	0.00 NM	8	\$11,200.00
Start	Date End Date		pots/Week	Rate	Rating						
Week: 10/23		MTWTF		\$1,400.00	0.00						
Week: 10/20		MTWTF	-	\$1,400.00	0.00						
-	10/23/12 11/05/12	7-8p Rotator	CM	7-8p	MTWTF	:30	5	\$1,225.00LV2	0.00 NM	8	\$9,800.00
		7-8p Rotator			- ··						
Start			pots/Week	Rate	Rating						
Week: 10/23		MTWTF		\$1,225.00	0.00						
Week: 10/30		MTWTF		\$1,225.00	0.00			20 500 0011/0	0.00.1/14	_	212 222 22
E 6 8 1	10/29/12 11/05/1	•	CM	8-9p	M	:30	1	\$6,500.00LV2	0.00 NM	2	\$13,000.00
11014/114	ET MOTUED, TA	How Met Mother/ Pa	anners	(8:00 PM-9:0	IU PMI)						
		O BROKE GIRLS		Data	Detina						
Start			pots/Week	Rate	Rating						
Week: 10/29		M M		\$6,500.00	0.00						
Week: 11/05				\$6,500.00	0.00			07 700 001 1/0	0.00.104		045 400 00
E7 8 1	10/25/12 11/01/1:	•	CM	8-9p	T	:30	1	\$7,700.00LV2	ואוא טט.ט	2	\$15,400.00
Pia Panal	2 5 Mon	Big Bang / 2 1/2 Me	: 11								
Big Bang/		Maddan C	nata AAI aak	Deta	Batina						
<u>Start</u> Week: 10/22		<u>Weekdays</u> S	pots/Week	<u>Rate</u> \$7,700.00	Rating 0.00						
Week: 10/29		T		\$7,700.00	0.00						
			CM		MTWTF	:30	5	\$440.00LV2	0.00 NM	7	63 000 00
	10/23/12 11/05/12	Craig Ferguson		1237a-137a (12:37 XM-1:	37 XM)	.30	5	\$440.00LV2	0.00 14141	,	\$3,080.00
Start			pots/Week	Rate	Rating						
Week: 10/23		MTWTF	5	\$440.00	0.00						
Week: 10/30		MTWTF	2	\$440.00	0.00						
E9 8 1	10/23/12 11/05/1:	2 137-237a M-F Elec Electric Playground		137-207a (1:37 XM-2:3	MTWTF 7 XM)	:30	5	\$30.00LV2	0.00 NM	7	\$210.00
<u>Start</u>	Date End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 10/23	3/12 10/29/12	MTWTF	5	\$30.00	0.00						
Week: 10/30	0/12 11/05/12	MTWTF	2	\$30.00	0.00						
E10 8 1	11/04/12 11/04/12	NFL Reg Season G		NFL Footbal	l RegS	:30	1	\$1,800.00LV2	0.00 NM	1	\$1,800.00
CBS NFL		•									
<u>Start</u>		Weekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 10/29		S		\$1,800.00	0.00						
									Totals	48	\$71,930.00
											,500.00